

DEVSOC  
MANIFESTO



DEVSOC

# WHO/WHAT IS DEVSOC?

**We're a community who want to be better than we were yesterday.**

We're a Team. A Team like no other. A group of people who want the same thing in life, which in itself is almighty difficult to find. We want to be better, to grow as individuals, to create a 'better' world to live in, whatever that 'better' is for you. We're not here to judge, not here to scream obscenities in your face, not here to push a further agenda.

We're that voice in your head that says "Keep going", the one that believes you've got this, the one that instils you with the quiet confidence to carry on in life. And not only to just carry on but to excel, to gain a certain sense of inspiration in your life.

The DEVSOC Team isn't some all-star cast of superhumanly capable humans. We'll choose the hard way, as long as it provides the greater result.

There's one thing that ties us all together: we want to do the work. And that's almost a lesson in itself. When you find someone who speaks the same language as you, amazing things can happen.

It all started in South London with two friends in a coffee shop having a chat. Firstly, we decided we wanted to start "something" together. We'd been friends for an age; we frequently chatted about exercise, stoicism, philosophy, and what life meant. However, we weren't sure

what that "something" would be. We knew we wanted to help people – that seemed like enough of a good idea to begin with.

We decided to specify what we would become at a later date, and we knew it was a good idea to just focus on getting something started. Since we had some experience with social media, we created the Instagram page and just posted what we enjoyed; philosophical, physical, motivational, Stoic content that made us think. And it grew from there. We realised that we had struck upon something that was lacking in the world: a community of like-minded individuals who want to be better than they were yesterday. Not just better, but really better. So that's what we have: a team of humans who want to be better, help others improve, and walk the long road together.

The question I've been asked is "Who is DEVSOC?", and for me, it's a hard one to answer.

Who are we? Who are we, really? It seems simple enough. In essence, the very core of DEVSOC consists of some green army blokes from a normal background. The extended "Friends of DEVSOC" consists of way cooler dudes, ranging from world-class coaches to lawyers, doctors and teachers. But, further to that, I recently stumbled across the idea that each one of us contains many different people.

We're different from each of the many, many people who exist within our lives. The person our partner thinks we are; the person our dog thinks we are; the person our friends think we are; the person we think we are. We're different when we wake, when we're tired, and when we're content.

Therefore, the people we're with see different versions of us, and moreover they build an image of who we are based

upon those interactions. It might not be who we are at all, but it doesn't matter. Their opinion is formed. So... who are we really? Are we the person we think we are? Or the person that others think we are? We should argue that we are all, yet none, of them. All we know is that we can only be the best possible version of ourselves in each moment. Don't let the past dictate the future. In the words of Mr Watts, "The tail does not wag the dog."

**So there it is: who is DEVSOC?  
We are all DEVSOC.**

Stay Wavy,  
TEAM DEVSOC





# WHAT IS STOICISM?

**Stoicism is a thousand-year-old operating system; it's a way to live your life. Practiced by emperors, poor men, kings and peasants, Stoicism does not discriminate by class or colour. It simply offers an alternative to how you live day-to-day.**

Stoicism was first practiced by Zeno of Citium in the third century BC, the founder of the classic stoic teachings and head of the Stoic School. Distilled to its finest form, it is summed up most neatly (we think) by Ryan Holiday's *The Daily Stoic*: "The philosophy asserts that virtue (such as wisdom) is happiness and judgement should be based on behaviour, rather than words. That we don't control and cannot rely on external events, only ourselves and our responses."

Of all of the ancient Stoics, three are quoted more than any others: Marcus Aurelius, Epictetus, and Seneca. You will have heard or read their lessons, I'm sure, as they are well documented and heavily studied. The interesting

thing is that, apart from living within a few hundred years of each other, each of these Stoics has nothing in common. One was an emperor, one a former slave, and the other an emperor's right-hand man – but it doesn't matter; there is no thread other than the Stoic lessons that run through them, and us.

As you've read, a person who practices Stoicism is a 'Stoic'. History is populated and punctuated by a spectrum of people who have exemplified Stoicism in different ways, from the gentle Stoicism of Gandhi to the tremendous fortitude of James Stockdale. Though there is a common notion that to be a Stoic is to have no emotion, this is not the case.

To be a Stoic is to be greater than your emotions – to understand when it is time to listen to them, and when it is time to step back and analyse them. Our emotions are not ourselves; they do not define us, nor do they condemn us, yet they can if we let them run away and lose control. Mastering our

emotions is not being a 'control freak' as much as it is being aware, and choosing our reactions to the natural responses that our brains and bodies generate.


Stoicism promises the practitioner an alternative life, one that is filled with purpose, clarity, and virtue. It is to live one's life as a good person, one who is carefully natured, who works on themselves, and thinks before acting. None of this is promised in haste, however, and this could be achieved in a day or a hundred years. There is no timeline for completing Stoicism; it is a continual learning process throughout our lives.

We are all on a journey. We are not the person we were five minutes ago, and Stoicism is not the same as it was 2000 years ago: it is an ever-evolving conversation about what being 'good' really means. It ponders how we can

have the most impact on those around us, and posits that goodness begins in our own heads. How can we make positive changes in the world if we have not yet conquered our own mind? I write this not from a high pedestal above, talking down as if to read the commandments of the all-promising lessons that will fix your life, but from the same position you are in now: one that is filled with eagerness to learn and determined to create a better person because of it.

Stoicism is a philosophy of life, one that we can all partake in. Life is one big play, a multitude of acts and encores that follow one another; figure out your role and play it as best as you can. You define it. You decide which role you take. You decide how good you are at it. Stoicism is your life.

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# HOW TO EAT AN ELEPHANT

**“Without continual growth and progress, such words as improvement, achievement, and success have no meaning.” – Benjamin Franklin**

There's a beauty in simplicity. That's why we at DEVSOC love the concept of 1% Marginal Gains. It's an actionable, almost elemental way to look at net personal growth. Just do something to improve yourself by 1% every day. Simple, right?

Simple, yes – but I'll admit, simple doesn't always mean easy. In life, we often have to work hard to make something seem simple, and it therefore stands to reason that the implementation of a simple concept will likely be difficult. It's all well and good to be sipping a cuppa at DEVSOC's adoptive Shoreditch HQ, The Bike Shed, preaching to you about improving your life by 1% each day, but how do we actually translate this into action, and why do we do it? Let's break it down a little...

The notion of improving yourself by 1% daily, and the beautifully succinct concept of 'marginal gains', is something that I came across around four years ago. I was in a beautiful and brutal part of Wales known as the Brecon Beacons, catching up over a pint with a close friend of mine who was enduring the gruelling selection process for UK Special Forces. He was

pretty far along in the process, and the majority of physical punishment was largely behind him, but he was dealing with something equally taxing. Part of the selection process, a vital yet dizzyingly monotonous part of the process, involves performing a near-identical task every single day and getting better at it even in the face of seemingly unending repetition. I can't disclose specifics, but the main criteria are unimaginable tedium, unfavourable conditions, and incremental improvement.

Surprisingly, despite the rigours of the challenge, my friend was remarkably (I'll be honest, irritatingly) upbeat. He used the phrase 'marginal gains' over and over. It dawned on me that it was the perfect term. At that moment, it galvanised my understanding of daily improvement: I knew what needed to be done.

A bit about me: I am not an overachiever, and I am not a slouch; I'd say I am somewhere in the middle. Sports, school, what have you – I was never overly good at anything growing up, nor was I that bad. Certainly not what you'd call "gifted". What I did have was a work ethic, and I made sure I gave it my all in everything I did; I still do.

Was this a psychological trait that I was born with? Maybe. I would submit that it had more to do with the discipline my dad instilled in me.

For over ten years, he drove me to the boxing gym, five times a week. Obviously, I didn't want to go every time. In the beginning, I didn't want to go at all; I wasn't good, and it's hard to be excited about an activity you're new at where the penalty for a lack of proficiency is getting punched in the face.

My dad, however, never let me off the hook. He was there, firm but encouraging, to enforce the consistency that I'd carry with me for the rest of my life. To paraphrase Aristotle: "We are what our dad repeatedly makes us do."

And I got better – of course I did. Even if it was becoming a few milliseconds faster, or getting a few more breaths of stamina, or nailing a combination, I got better every time I went. I became a boxer and a disciplined pursuer of continuous improvement, which is something that has served me for my entire life since, from my early days of boxing, to my military career, to my personal relationships. It wasn't until my Brecon Beacons catch-up that my good friend put a title on it: MARGINAL GAINS.

Since then, I've realised that the opportunities for those marginal gains are everywhere and in everything you do, everyone you speak to, everywhere you visit. In an abstract sense, the primary goal of DEVSOC is to become a better human. So post those gains where you can. They can be as simple as smiling at someone and asking how they're doing, or drinking more water. Going to sleep earlier; reading instead of zoning out with the telly; hitting the gym; anything, as long as you're improving who you are every day.

As we're fond of saying at DEVSOC, "The Journey is Long." Don't focus on where you want to wind up; focus on where your next step has to land. I can't tell you how many times throughout my life I've been close to tapping out. Tired almost to the point of collapse, losing my mind over tedium and monotony, my chimp brain telling me to quit, to just get inside, get warm: at points where I simply could not give 100%... but I could give 1%. You can always give 1%. The trick is just to do it enough times.

**So get to gaining!**

Stay Wavy,  
TEAM DEVSOC

# GET HUMBLED

**“The act of completing a physical training session so hard, you’re left feeling truly humbled”  
– DEVSOC Head of Humbling**

Considering that my official title here at DEVSOC is the ‘Head of Humbling’, I can tell you that this is one of my more favoured tenets of the DEVSOC ethos. I couldn’t possibly tell you it’s my absolute favourite – that would be like choosing between my children. But it’s certainly the one I look forward to most.

So, what does ‘GET HUMBLED’ actually mean? Why do we here at DEVSOC fall back on this phrase so much?

To put it simply, getting humbled means putting in so much physical effort that you’re left grateful to still be alive. I won’t say “still standing”, because at the end of a good humbling session you might not be able to stand, and that’s part of the magic. By reaching for the outer edges of our capabilities, we often find we can exceed them.

When the Head of Waves and I came up with the concept for DEVSOC in that first fateful South London coffee shop meeting, one of the passions we both shared was a love for physical training. It was a passion we had both benefited from, and equally had seen many others benefit from the fine art of ‘beasting’ themselves until exhausted. I’ll openly admit that my love for thrashing myself probably exceeds that of a... ahem, ‘normal’ person. I have always pushed the boundaries in the gym, on the track, in the ring – whatever I

happened to be doing, I always ‘humbled’ myself. I haven’t changed much; I’m the type of person who will drive back to the gym and train again if I feel I didn’t benefit from the session, or break into an impromptu PT session at the most inopportune of moments. Hence the moniker of DEVSOC’s very own Head of Humbling.

The more I explore the concept of “GET HUMBLED”, the more people I speak to as DEVSOC grows, the more I realise that I’m not the only one who has benefited from it. It’s the missing link we all need. You’ll discover that the more you partake in this activity, the more it feels like meditation, the more you ‘connect’ with your body and ultimately become more in tune with yourself. It should be a non-negotiable part of your schedule: 20/30/60 minutes of your day, set aside for some physical meditation. You’ll suddenly and very sharply realise that all of your problems, all of your stresses, magically disappear when you physically challenge your body. It is the very act of connecting the mind and body, the so-called and often misinterpreted psychosomatic connection.

Another great example of this is Wim Hof’s cold water training technique. One of his exercises involves exposing yourself to ice-cold water for a prolonged period: again, you’ll suddenly realise that your problems are easy to let go of when confronted with the physical immediacy of dousing yourself in polar water.

We also use the ‘GET HUMBLED’ ethos as a psychological reset button, a “bring-you-back-down-to-earth” button. This works both ways: if you’ve had a desperately stressful or challenging day, getting HUMBLED will help you move on from this. Or you could be experiencing the opposite of this. At times of immense good fortune and success, getting HUMBLED will remind you that you’re still human, you’ve not made it yet, you’re still on the journey. It is the tremendous experience of connecting mind and body in a way that viscerally impacts you, physically and emotionally, which can truly ground you or elevate you as needed.

The first thing we plan after a DEVSOC success is a swift drive to the gym for a date with the celestial machine that is the Assault Bike. Don’t get me wrong, we aren’t a group of sadistic humans who enjoy inflicting pain on themselves (promise...). We just realise the necessity of stepping outside the situation and grounding ourselves, no matter how good, or bad, our current setting is.

If you take one thing away from this Letter, I urge you to let it be this: challenge yourself. Get outside your

comfort zone. Experience the marvels of what the human body can endure, and it’ll truly amaze you. Obviously, there are monumental health benefits associated with physical training, but trust me, the benefits do not stop there – they keep on coming. You’ll feel fitter, stronger, healthier, more robust, more resilient; you’ll experience higher levels of mindfulness and, for lack of a better term, spiritual awareness.

A quick disclaimer for our newer members: please do not be under the assumption that in order to HUMBLE yourself, you need to break records in the gym or on the track. Just break out of your comfort zone. It can be as simple as taking the dog for a walk or spending some time partaking in yoga. We are all operating at different levels: find yours, and make a start.

Now, if you’ll excuse me, I have an appointment with a barbell and Assault Bike I need to get to. I urge you to give this ‘doctor’ a visit too.

Stay Wavy,  
TEAM DEVSOC

# BE PROACTIVE

**It's a funny thing, being proactive. Because without the self-awareness and understanding of interdependency, it can be completely overlooked.**

To be truly proactive you must be self-aware. You must be aware of your actions, aware of your surroundings, and aware of the consequences of your actions in those surroundings. It's one big cyclical rhythm. Having a proactive person on your team is a game-changer, a win-or-lose situation.

Being proactive instead of reactive is important, but you already know that. Imagine two different people on your team: proactive person (X), and reactive person (Y). In a high-pressure, demanding environment, who will add more value to the overall work and efforts? Y, who needs to be told what to do, when to do it, why they are doing it, what they should do if they cannot do it, where they should do it, and who else they should do it with...? Or X, who does it, and after doing it, begins work on the next thing, and helps Y answer their million questions and augment their reactive efforts. Being reactive is necessary for certain situations, but not necessarily the only option for operating.

I have come across many proactive workers and many reactive ones. I know who I'd rather work with.

Once you take a proactive approach to work and life, you will notice a change. Others will want you on their team, people will specifically request to work with you, and you will be an unstoppable force. Although it sounds like a trivial thing, the difference between proactive and reactive has never been greater.

The next time you are in a work environment, observe and ask yourself: who is being proactive and who is being reactive? 90% of those standing, idle and stagnant in their work life, will be reactive workers. You can make a difference! You can lead by example and take the front foot first.

I used to be a reactive person, waiting for something to happen and then panicking when it did, hoping I wouldn't be found out for not putting in the work. Something happened to me and I switched (more on that in the next section: "Be an enabler").

Something as simple as a 10k race is a great demonstration of whether someone is one or the other. If there is a large pack, the proactive person will take the initiative and get to the front, as time spent waiting and held back by the pack is time wasted. They would rather put the effort in to get in the lead at the start of the race – then they're really in the race for a good time. Contrastingly, the reactive person would rather hang back, let the 'serious' competitors take the lead, and stay out of the way. This metaphor

clearly places race tactics and preference aside and generalises – however, it's a good visualisation of how you can be ahead of the competition by simply being proactive and taking the initiative.

Proactiveness is helpful. It isn't a magical answer to the problems of the world, but it is helpful to changing perspective in other aspects of your life and your operating system.

**Become a proactive person, and others will want you on their team.**

Stay Wavy,  
TEAM DEVSOC



# BE AN ENABLER

The premise of being an enabler is simple. It requires the will and desire to win. If this does not live within you, becoming an enabler is monumentally difficult, and an uphill battle from the beginning. This can be learned, as it was for me.



Naturally born a 'disabler', I stumbled across this lesson by accident. Firstly, it might help to define the meaning of both. Although not too dissimilar from being "proactive & reactive", "enabling & disabling" have one unique difference – they start in the mind, with a larger mindset awareness built around them; the will to win. A disabler does not want to win. In fact, they barely want to fight. Rather than completing a task to a high standard, they would rather look at social media, or, in a bygone era, read a gossip magazine. They put up blockades in their path when faced with a road that must be travelled – anything to stop them having to get to the end. Everything is always someone else's fault; they never accept responsibility for their actions or lack thereof. A disabler does not help win the battle, they actively discourage it.

An enabler, on the other hand, is the stark opposite, willing to turn their hand to any task. If they do not yet hold the knowledge to succeed, they will learn, and learn fast. The enabler is someone of genuine delight, not dismayed by a rough task or a boring one. The enabler understands that the will to win lives in your mind first, and that the words that leave your lips are key in ensuring a

"conducive-to victory" atmosphere is developed. This may seem like second nature to some (in which case, well done on being an enabler), but the truth is that some people just cannot fathom the difference, nor how their presence and work ethic can be perceived as anything other than delightful, which it is not.

If you can spot the difference as clear as day, it is likely that you were the former, and are now the latter – Über congratulations; you're a better person because of it. As someone who has been both, I can differentiate immediately.

For some reason or another, that's just how I was, with no will or desire to change. I couldn't identify it, because I simply didn't know and/or care. But that means I care much more now, as often happens when one lacks a positive trait early in their life; I feel like I must make up for it by being hyper-whatever-the-trait-is at this stage.

You can change from one to the other – although I'm not saying you should; that much is up to you. No good comes from forcing opinions on others. As they say, you can lead a horse to water...

For me the change happened for an inevitable reason: my grandmother died whilst I was on a course at work. I went into it not really caring about how I performed. She died five days in, and suddenly I cared how I performed on the course, and in life. I'm not sure why; I've never

really analysed it in depth. I'm sure it has something to do with: (A) wanting to make my loved ones proud, (B) understanding the morality of man, and (C) realising that we all die and that we should care about what happens whilst we are alive. For whatever reason, this led to me not only becoming an enabler but wanting to become one. Wanting to learn new things; wanting to cover old things that I should know, but didn't. I didn't want to skip over lessons because they were too hard any more – I wanted to understand them and teach them to others. For me it was like turning "on" a switch that had been "off", and I'm grateful for it, for otherwise I would still firmly be "off".

I haven't pinpointed what else can be the catalyst for the switch to be operated. A few people have asked, but I've never been able to give a clear answer, and I still can't. It takes something more than experience being passed to another. It takes a lesson, or a series of them, being learnt by the individual, lessons profound enough to rewire the way your brain works. Not only on a conscious level, but a subconscious one also.

The lesson may be a singular one, one giant thing that shakes you down. Or it could be a multitude of lessons that are taught over a decade. There is no one

answer for all of us; it doesn't exist. But this doesn't mean that it's out of your control, or that you should wait for a loved one to die before changing. I have seen many people operate the switch by themselves, by learning, daily. By simply wanting to change. For the act of wanting a better life for yourself and those around you is enough. It's the one thing that ties the DEVSOC community together – we all \*want\* to be better, whatever it is we already are.

They say wanting is a bad thing, but when it isn't material objects, but the holistic nature of your inner self becoming a greater and inherently good one, I think it's a good thing, and will argue that to the end of the time.

**Being an enabler is a mindset, and a good one to have. If you aren't one, you can learn.**

Stay Wavy,  
TEAM DEVSOC

# GOOD GEAR DOESN'T MAKE YOU GOOD

**The saying “good kit doesn’t make a good soldier” has been in the military for years. When scrutinised, it teaches that in learning, no stone should be left unturned. To further understand this, it helps to take it back to the basics. And that is simply that having all of the fancy bells and whistles one can acquire does not mask a lack of competency.**

“All the gear, no idea” also springs to mind. This saying is totally true: it doesn’t matter how you try and mask it. Trying to hide incompetence by compiling the latest software, hardware, or work-related gear, will make no difference. Fresh boots do not make you run faster; they will only improve what has already been accomplished. If you can work in poor gear, you can work in good gear, and work better you will.

It’s a simple theory, and one at the core of military training. You’re not allowed to work in the comfy kit until you can prove you can work in the uncomfy stuff first. The effort must be put in at the start, and the bottom of the learning pyramid. We must understand that we cannot ‘skip’ lessons; there can be no omitting,

no leaving stones unturned: be inquisitive, ask questions. If you have done these things, don’t be afraid to go back. Re-learn lessons you missed – there is no shame in it. It can take a lifetime for a person to admit that they missed the basics in the first place, and their life will be a jumbled mess because of it. Go back, learn the basics, and improve on them.

As you already know, 1% Daily is all you need. This also lays the solid foundation for another lesson that I learned a while ago. I call it the “new-guy” mentality, defined as the one who has little experience in a job role, or who has just arrived at a place of work. Often deemed a derogatory term, I believe it is one that should be worn with pride. For if One does not accept that they are the new person, if One does not accept that they are inexperienced, if One does not accept that they know nothing, they cannot learn. To carry a chip on your shoulder to a new place of work, or pleasure, is consigning yourself to failure. You will not learn as much as you could, you will not be liked, and you will not be able to grow as you should.

On the other hand, to accept you are new, to embrace it, is a thing of beauty. To see someone new to a situation and environment plainly say “I am new to this, teach me” is a wondrous thing. Almost a thing of pure white virgin

snow – something that doesn’t happen very often in the modern-day. We should embrace this practice more often. It takes a strong character to leave your ego at the door, but you will have a stronger character for doing so. We will be better humans because of it, we will learn more, and we will be more competent.

There is no shame in knowing nothing, for the more we learn, the more we realise we know nothing at all – and that is when it gets scary. If you are on the other side of this coin, and meet the inexperienced person who freely admits they are such and is willing to learn, do everything in your power to cultivate this mindset. Foster it where you can. Don’t shoot them down or berate them when they make a mistake – help them learn.

Another facet of this conversation is mentoring. Many of you will have been mentors or mentees in the past. I have never formally been either of them, but have taken both roles informally, as one should. I do firmly believe that in today’s workplace we have created a negative culture around it. If you work somewhere you believe the following process is

applied, then do not leave! The default, or standard, setting for someone who is new and does not understand a role is to berate and act negatively towards them, sometimes outwardly and directly, but more often than not behind their back where they cannot defend themselves. If this is your choice, then that’s your prerogative... however, I do not think this should be the case (if it ever should be) until you as an individual have attempted to teach that person. Not only to teach, but to truly give your attention and efforts to them. To focus on them, give them your time, show them that you care, show them that you want them to be good in what they do. Yes, you have a job to do, and yes, it may take up some of your time, but is it not your duty as a good person to at least try? If you try this, and then fail, you may say what you like. Far too many people berate and behave negatively towards co-workers without ever even attempting to show them what they’re doing wrong. We’re all on the same team, especially in the workplace.

**We’re all on the same road**

Stay Wavy,  
TEAM DEVSOC



# THE JOURNEY IS LONG

**In all honesty, this section means the most to me. Every other philosophy is a core part of who we are and who we aspire to be, but for some reason, this one strikes the most emotion in my soul. The very thought of this notion stabs deep within me and is essentially the core driver for us progressing with DEVSOC. We use this phrase throughout our community, and we have never really put pen to paper, until now. The words exist on paper for everyone to see, but the emotion that this phrase references already exists within each and every DEVSOC member, and that's why I believe it's so important.**

The journey is long; longer than we'll ever know. For us, and for all, the 'journey' can be anything. It's a highly subjective term for whatever path of life you are on. Whether it's a difficult course at work, a complete change in life-direction, or an issue that you think may seem trivial to others, but you are finding hard to deal with. These are all \*the\* journey. They are all equally important. For one person, their current struggles may come in the form of not being awarded their 1000th

gold medal. For another, it may be the act of leaving the house and tidying up. Both are equally important, subjectively.

It doesn't matter where you are on your current journey – I say current, as there will be many journeys that we embark upon in our lifetime – it matters that you realise you are not alone. We are all in this together, at least at DEVSOC. We are here for you; it doesn't matter if you're climbing Everest, or going to the shop for some milk. We're here to support you on whatever it is you're struggling with. We aren't superhuman conquerors who have done the unthinkable, we're just dudes who want to be there for others, and who will be there when you need us. There is absolutely nothing that will stop us from being there for you. We will shut our operations side down for the weekend if we find out someone is truly in need. If you need a chat, we are here. If you need a place to stay, we will do our utmost to figure something out. And that's why I believe in DEVSOC so much. We aren't a clothing company, we aren't an online retailer, we're a community of like-minded souls who want to support others when the going gets tough. We want to be the voice in your head that says "keep going", we want to be the people who inspire the best in others. That's why we do this, and that's why we won't stop.

Perspective is a wild thing. For one person this might seem like an over-the-top expression, but for another who is in the midst of a crisis, it could be the thing that saves them, and that's who we're talking to. If you're in a good place today, great. Be grateful, and share the love. If you're in a bad place today, reread this and realise that there are many people like who you are in the same position, you just don't know it. Reach out to someone, give a loved one a call; if that's too much and you truly want an ear to listen, send our Instagram a DM. We don't judge, we don't berate, we don't preach advice. We'll listen. Listen to what is wrong, what is going on, and what you think you can do to fix it. We're big believers that we can all help ourselves in numerous ways – sometimes that works, sometimes it doesn't. If you have to reach out for help, it's ok. There's nothing wrong with that. Most likely, the person you're talking to has experienced the same thing that you're dealing with. Swallow pride; get help. That's the most impressive thing a human can do – admit they need help and seek it. Trust us, we've been there.

Although a lonely path, it's one that you can take others on if you wish. And that's what we're building at DEVSOC. A group of people who'll congratulate you when you do well, who'll help you get better when you don't, and who are not forced to do this, but want to. There is no "You and Us", there is only "Us". A long road that can be not only endured, but enjoyed. We're all learning along it, it never ends, and we should be grateful for that. When we truly start to learn how long it is, it can be scary. But it's cool – we're all in this together.

"The journey is long" isn't just words on a screen, it's a philosophy for us. No marketing tripe, no hard-selling, no "buy this shiny thing for all the answers". If you are in need and don't know where to turn, get in touch and we will help.

**The journey is long; let's  
ride it together.**

Stay Wavy,  
TEAM DEVSOC

# STAY WAVY

**Staying Wavy – we use this saying a lot. Heck, we even sign our emails and messages off with it.**

For us, staying wavy is a way of grounding ourselves in times of trouble, or when times are good. Staying Wavy is the philosophical facet of DEVSOC, every time we get deep, ask existential questions of ourselves, or are downright weird. It's down to this core mantra: don't take yourself too seriously. Life is a game; it's one we all play. It's all too easy to get caught up in the seriousness of life. Sometimes it's the default setting; for many it is. We endeavour to step out of that seriousness on a minute level and ask ourselves, "Is this really important?" or "Does this really matter?"

In past articles, DEVSOC's Head of Waves, who directs more of his attention to this side of the community rather than the physical aspect, has spoken much about the ebbs and flows of life. To sum it up neatly, there are no ups without downs. They all exist in the same lifetime. To phrase it as a real-life situation, how can we expect to be happy all of the time? That's not how it works, physically or mentally. The chemical release in our brain that causes what we deem as happiness cannot constantly function, and nor should we expect it to. Our moods raise and lower, they ebb and flow. And the more we can learn that that's ok, that that's the natural, default setting, the calmer our lives will be. Our aim is to ride the wave. It's a goal almost like that

of the Vedic thinkers – Nirvana. To obtain this is to reach a level of peace in your mind that is unparalleled. Maybe it'll take a day, maybe it'll take a hundred years, but we're on that path. Constantly learning and trying to take the rough with the smooth with equal amounts of pleasure, for we know that it comes together. There is not one without the other.

Past thinkers of this wave of thinking are those such as Alan Watts or Ram Dass. If you're unsure about something in your life, an hour of listening to these wavy dudes will usually put things into perspective. A favourite thought of mine from the late Alan Watts is that we're all still a part of the universe unfolding within itself. As humans in 2021, we have a habit of detaching ourselves from nature. I'm not sure why this happens, but it's as if we've forgotten that we are nature. Literally. We are a thing that the universe created, just like every other.

For now, it seems that the detached mentality we have adopted is more comfortable than beginning to understand that we might only be a fleeting speck in the path of the universe. Humans have existed for around 0.2% of Earth's history. Yet, for some reason, we are so self-centred and self-indulgent as to think that we may be anything more than a speck. Think about this, and now think about the last trivial issue you came upon in your life that you made a larger deal of than necessary. Doesn't seem so significant, does it?

Our goal is to identify these trivial issues when they happen and not get dragged into them. It's hard, and we fail regularly. But every single day is another chance to try again and become a better person for it.

**Staying Wavy is our mantra of life. It's about not being too serious and learning to ride the wave that life throws at us, not drown in it.**

Stay Wavy,  
TEAM DEVSOC

What you have just read is what we believe in. We'll stick by this through thick and thin, when the going is easy and when it's tough. If you'd like to travel the road less travelled with us, join the community by representing DEVSOC in your daily actions.



**DEVSOC**

If you ever need us, for any reason,  
contact us: we'll always be there.

Stay Wavy,  
Team DEVSOC

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